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Sheet 1

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Coi	Complete if Known							
Application Number	09/807,887							
Filing Date	19 APR 2001							
First Named Inventor	ELDERING							
Art Unit	2171	_						
Examiner Name	SANTOS, PATRICK JD							
Attorney Docket Number	T706-11							

U. S. PATENT DOCUMENTS Name of Patentee or Pages, Columns, Lines, Where Examiner Cite **Document Number** Publication Date Relevant Passages or Relevant Initials* No. MM-DD-YYYY Applicant of Cited Document Figures Appear Number-Kind Code^{2 (f known)} US AA US-US-US-US-US-US-US-US-US-Technology Center 2100 US-US-US-US-US-US-US-US-US-

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Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patenta, P.O. Box 1450, Alexandria, VA 22313-1450.

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Examiner	Cite	NON PATENT LITERATURE DOCUMENTS	
Initials*	No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
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considered. Include copy of this form with next communication to applicant.

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> Title of Invention

Consumer Profiling and Advertising Selection System

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number: T706-11

Art Unit:

2171

Examiner:

Patrick JD Santos

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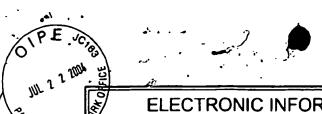
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Note: Applicant is not required to submit a paper copy of cited US Patent Documents

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R	2	6216129	2001-04-01 .	ELDERING		•	
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Note: Applicant is not required to submit a paper copy of cited US Patent Documents

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Examiner Name	Date
Frantz Caby	1/13/06

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Sheet 1

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the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number. Complete if Known Substitute for form 1449/PTO Application Number 09/807,887 19 APR 2001 Filing Date INFORMATION DISCLOSURE First Named Inventor **ELDERING** STATEMENT BY APPLICANT Art Unit 2171 (Use as many sheets as necessary) **Examiner Name** SANTOS, PATRICK JD Attorney Docket Number T706-11 Sheet 1

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R	AAI	US- 20030088872	05/08/2003	Maissel, Jonathan et al	
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Complete if Known e for form 1449/PTO **Application Number** 09/807,887 INFORMATION DISCLOSURE Filing Date 19 APRIL 2001 STATEMENT BY APPLICANT First Named Inventor **ELDERING, CHARLES A.** Art Unit 2161 (Use as many sheets as necessary) Examiner Name SANTOS, PATRICK JD Attorney Docket Number Sheet 2 2 T706-11

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
FC	Cl	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
R	СК	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

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Electronic Version v18

Stylesheet Version v18.0

Title of Invention

Consumer Profiling and advertisement selection system

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number:

T706-11

Art Unit:

2161

Examiner:

Patrick JD Santos

Search string:

(5796952 or 6643696 or 20020099812).pn

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
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FC	2	6643696	2003-11-04	DAVIS			

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Note: Applicant is not required to submit a paper copy of cited US Published Applications

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a gosection of information unless it contains a valid OMB control number Complete if Known Substitute for form 1449/PTO Application Number 09/807,887 Filing Date 04/19/2001 INFORMATION DISCLOSURE First Named Inventor Eldering, Charles STATEMENT BY APPLICANT Art Unit 2152

Examiner Name

Altomoy Docket Number 1706-11

Santos, Patrick JD

Sheet 1 U. S. PATENT DOCUMENTS Pages, Columna, Lines, Where Name of Patentee or Document Number ation Date MM-DD-YYYY No. Applicant of Cited Document Relevant Passages or Relevant Figures Appear Number-Kind Code¹ # Amount US- 6266649 Linden, Gregory D. et al. ĀĀJ 07/24/2001 Uŝ US-US US-US-US. HS. US UŞ-USus 211 US-US US-US-US-

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INFOR	MATION	DIS	CLOSURE	Filing Date	19 APRIL 2001
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		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
R	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	

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Electronic Version v18

Stylesheet Version v18.0

Title of Invention

Consumer profiling and advertisement selection system

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number:

T706-11

Art Unit:

2161

Examiner:

Patrick JD Santos

Search string:

(5835087 or 6571279 or 6029195 or 5754938 or 5351075 or 20030037041 or

20010014868).pn

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
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R	2	6571279	2003-05-27	Herz			
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	4	5754938	1998-05-19	Herz			
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Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
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K	2	20010014868	2001-08-16	Herz			

Examiner Name	, Date
Martz 6064	1/13/06

Complete if Known Form PTO/SB/08A **Application Number** 09/807,887 INFORMATION DISCLEMENT 19 APRIL 2001 **Filing Date** STATEMENT BY APPLICANT **First Named Inventor** Eldering, Charles **Group Art Unit** 2161 (use as many sheets as necessary) **Examiner Name** Frantz Coby Attorney Docket Number T706-11 of Sheet 1 U.S. PATENT DOCUMENTS Name of First Inventor of Cited Document Date of Publication of Exr Initials U.S. Patent Document **Cited Document** Kind Code (if Number MM-YYYY known) Kramer; Glenn A. 12-2001 US6327574 Tuzhilin; Alexander S. 05-2001 US6236978 Sitnik; Eran 12-2000 US6160570 US5926205 Krause; Edward A. 07-1999 Tsuria; Yossi 07-1998 US5786845 Reilly; James P. 04-1998 US5740549 Heckerman; David E. 12-1997 US5704017 Saxe; Andrew N. G. 06-1997 US5636346 Freeman; Michael J. 05-1997 US5632007 Cheung; Shiu H. US4258386 03-1981

Eldering, Charles A.

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R	wo	0013434A2		Daum; Steven, B.	03-2000	
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Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T,
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Title of
Invention

Consumer Profiling and Advertisement Selection System

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number:

T706-11

Art Unit:

2161

Examiner:

Frantz Coby

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US Patent Documents

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FC	1	5805974	1998-09-08	HITE			
FC	2	6002393	1999-12-14	BEAUREGARD			

Examiner Name	Date
Avantz Coby	1/13/06